



NICE Service-to-Sales Solution

Make Every Interaction Count

Seize Opportunities at the Point of Contact

Your company's contact centers and retail stores / branches field thousands of inbound contacts every day—all initiated by customers. These are the same customers who opt out of traditional outbound marketing and who have very little tolerance for what they perceive as intrusive, non-personal solicitations about products and services.

However, research shows these customers do value relevant and timely offers made at the point of contact, particularly those that are relevant to them. In fact, the right offer made at the right time can be a linchpin of customer loyalty and satisfaction.

Are your Customer Service Representatives (CSRs such as contact center CSRs, branch officers, tellers, and more) equipped to seize those opportunities?

Maximize Sales Potential from Every Inbound Interaction

How can a CSR possibly be prepared to respond with insight and targeted offers to any and every inbound—and therefore unpredictable—interaction? How can she move effortlessly from service to sales? With ease, with the right solution.

NICE Service-to-Sales eliminates common obstacles to successful inbound sales interactions by...

- **Helping CSRs make a smooth narrative transition from service to sales**
- **Selecting what to offer** and when
- **Guiding CSRs to make the offer** in a timely and convincing manner, overcome objections and ultimately close the deal
- **Automating the order** so CSRs can focus on the interpersonal aspects of interactions and achieve strategic KPIs such as Average Handle Time and Customer Satisfaction in the contact center and Profitability in the branch /retail store

NICE Service-to-Sales Solution Overview

Let's take a closer look at how NICE Service-to-Sales overcomes these obstacles and enables CSRs to transform service interactions to sales opportunities.

Revealing the Context

NICE Service-to-Sales identifies sales opportunities by understanding in real time who the customer is (demographics, past transactions, past responses to sales offers, interaction history, satisfaction level, etc.), who the CSR is (profile, skills, past sales performance, etc.) and what is happening during the interaction itself. The context of the interaction—and any sales opportunities therein—is revealed via **CSR desktop monitoring and real-time speech analytics**. Using these unique sensors, the solution is able to make the most informed decisions in real time, using the freshest data available, such as life-changing events or churn signs.

Making the Transition

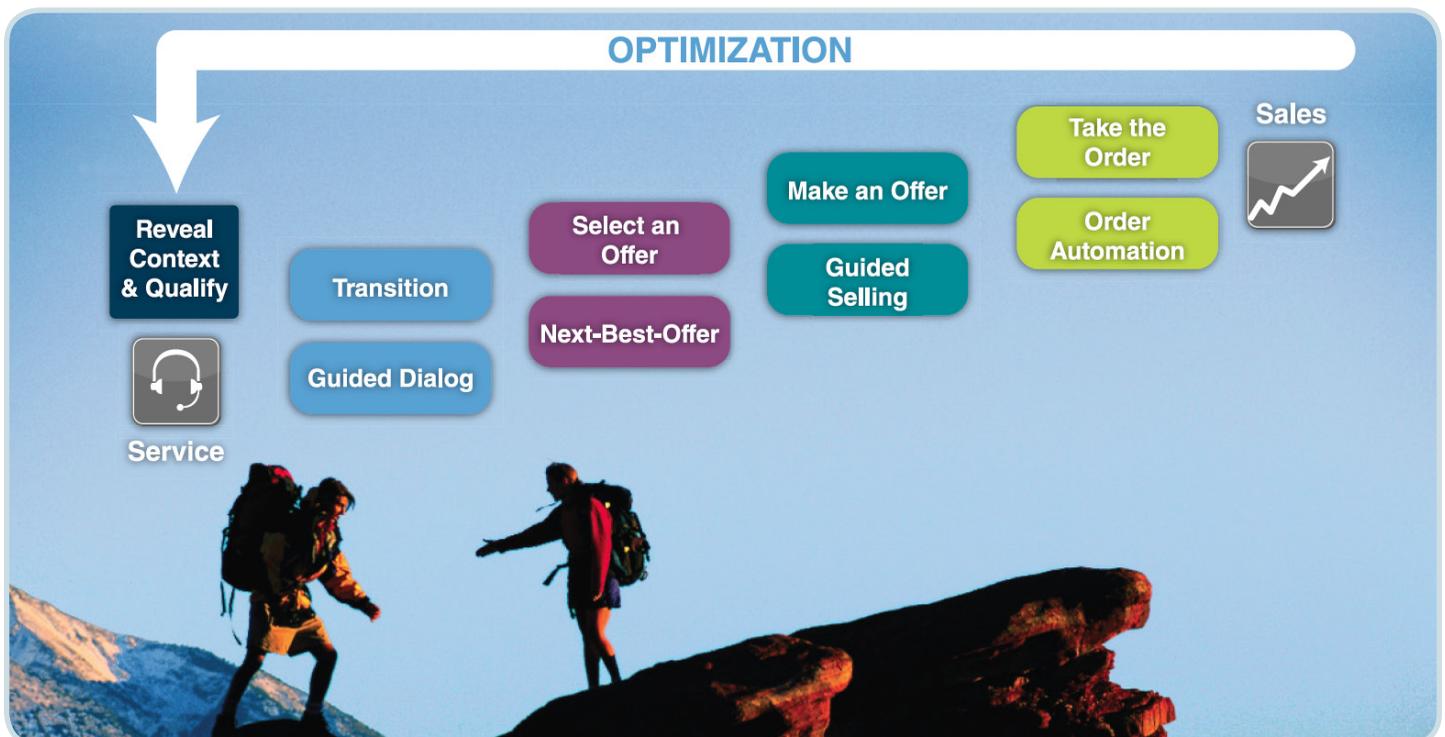
Once the CSR has satisfied the customer's service request, she is now prepared to lead the interaction toward a potential sales conversation. NICE Service-to-Sales helps her to make a smooth transition through guided dialog, including dynamic and contextual questions. These questions help to build the customer's expectations ("Wow, they're trying to understand me better so they can better meet my needs") and his responses help to enrich the organization's customer data (his preferences, usage habits, etc.).

Determining What to Offer

As the interaction unfolds, the NICE real-time Sales Engine generates the next-best-offer based on:

- Customer profile
- CSR profile
- Interaction context
- Marketing strategy

The richness and uniqueness of the data the Sales Engine uncovers



¹ NICE Approach to Successful Service-to-Sales Interactions

results in the most appropriate offer every time. Its hybrid next-best-offer and arbitration techniques—real-time scoring, segmentation and business rules—deliver offers that are as compelling for your customers as they are productive for your business. And, with self-learning capabilities built in, NICE Service-to-Sales continuously improves the relevance and results of offers, and CSRs' comfort with selling them.



Better Inputs Make Better Decisions

² NICE Real-Time Sales Engine and inputs

Making the Offer

NICE Service-to-Sales provides CSRs on-screen call-outs with context-relevant information to help them make the offer. Scripts based on best practices identified via Interaction Analytics, key selling points and handy rebuttals defined by marketing help them navigate the sales conversation. This guided selling gives CSRs the tools—and confidence—to achieve higher conversion rates.

Taking the Order

NICE Service-to-Sales optimizes sales processes while enabling CSRs to maintain focus on the customer. It automates offer disposition tasks, whether it's executing the order, recording a lead, scheduling a follow up or sending information to the customer. By doing so, the solution saves time, eliminates errors, and provides a great experience for both the CSR and customer. Plus it guarantees sales objectives are met without sacrificing strategic contact center KPIs such as Service Level Agreements, Average Handle Time, Customer Satisfaction and Profitability.



³ NICE Real-Time Sales Navigator Callout

Optimizing Each Interaction

Thanks to its integrated Interaction Analytics and Customer Feedback Solution, NICE Service-to-Sales enables organizations to learn and improve continuously. It automatically captures and feeds back valuable insights from interactions about...

- Customers: Generate better customer data through guided dialog and real-time customer feedback
- CSRs: Understand the best-practices of high-performing CSRs, provide targeted coaching to under-achieving CSRs, analyze the discrete parts of each interaction, analyze application usage
- Processes, offers and more: Find out which offers and products customers inquire about most often, fix broken processes quickly, improve sales collateral and scripts

Bridge the Gap between Marketing and Customer Service

NICE Service-to-Sales takes the relationship between marketing operations and human-assisted service channels (such as contact centers, retail stores and branches) to a whole new level. Its Sales Designer web application enables marketing executives to gain visibility into and thereby jump start inbound sales processes. It enables them to manage, orchestrate and analyze inbound marketing strategies across all channels by...

- Defining interaction-flow types: new customer, retention, up-sell, cross-sell or some combination thereof
- Pinpointing which customers are eligible for what offers
- Designing the questions CSRs should ask during customer interactions
- Selecting the techniques to generate the next-best-offer: business rules, real-time scoring, segmentation or aspects of each
- Fine tuning key selling points for each offer

NICE Inbound Sales Effectiveness Good Morning John Smith 02/05/11

Control Room :: Hall

RTI Solution > Control Room > Hall

Offers Segments Products Reports

Customer Acquisition Created: 12/05/11 Last Updated: 13/08/11

Dashboard Properties Events

	Version Name	Created	Last Update	Validity Date - start	Validity Date - end	Attempt Rate	Conversion Rate	Lead Rate
<input checked="" type="checkbox"/>	Flow 1	12/05/11	18/07/11	14/06/11	11/08/11	73%	54%	63%
<input checked="" type="checkbox"/>	Flow 1a	15/07/11	23/07/11	19/07/11	08/08/11	65%	78%	74%
<input checked="" type="checkbox"/>	Flow 1b	06/08/11	11/08/11	07/08/11	17/09/11	34%	97%	48%

New Product Campaigns Created: 12/05/11 Last Updated: 13/08/11

Dashboard Properties Events

Customer Retention Created: 12/05/11 Last Updated: 13/08/11

Dashboard Properties Events

⁴ Sales Designer Application – Control Room screen: View all active call-flows

NICE Inbound Sales Effectiveness Good Morning John Smith 02/05/11

RTI Solution > Control Room > New Product Campaigns

Control Room :: New Product Campaigns Px

New Product Campaigns Status:

Dashboard Properties Events

Eligible Offers

Propensity

Business Rules	Predictive Model	Segment Offer	Segment Category
4	7	5	4

Arbitration

Profit	Priority	Agent
3	9	0

Weighted NBO

Final List to be presented to the agent

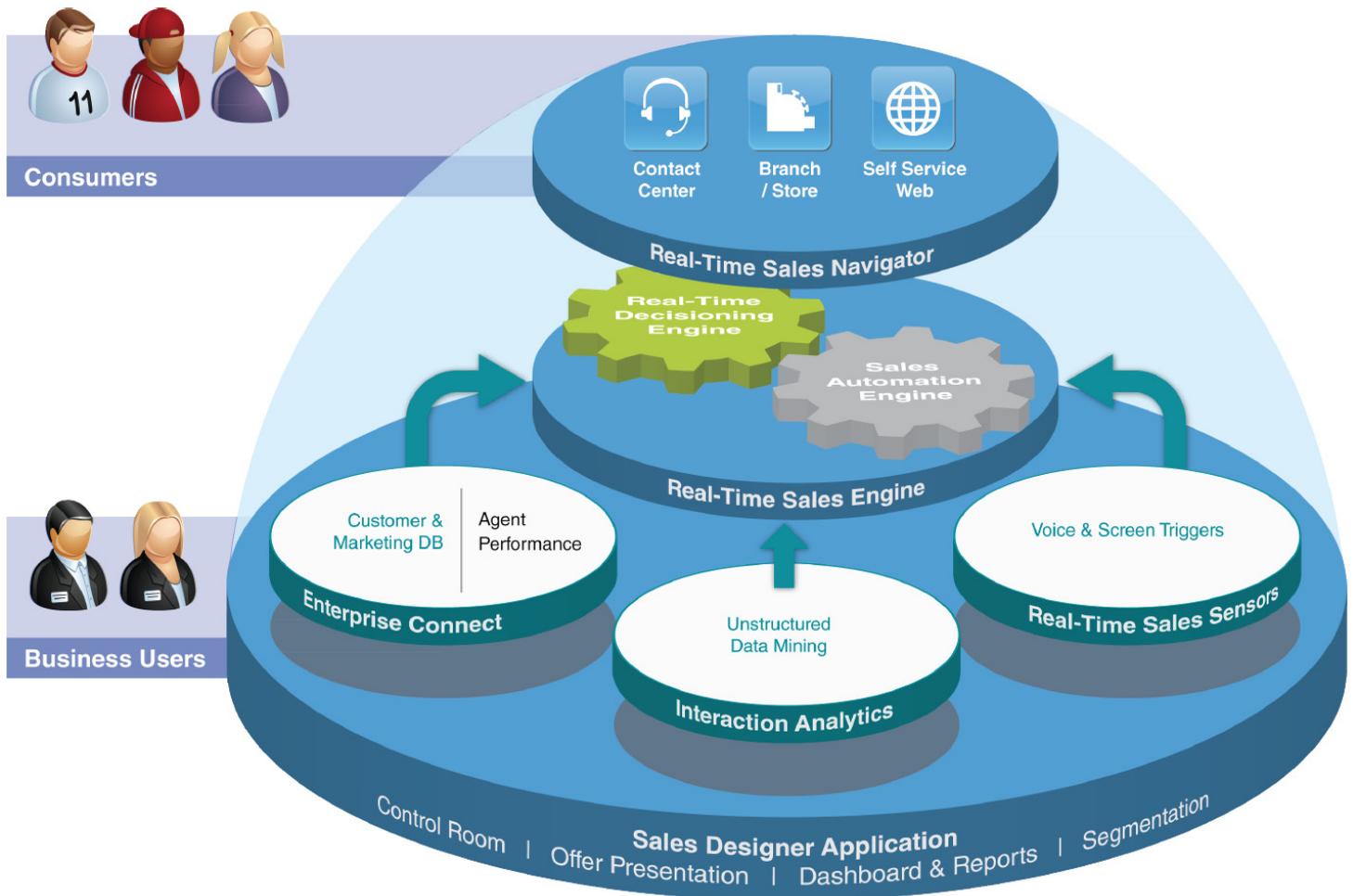
NBO Segment to Offer Segment to Category Save All Cancel All

⁵ Sales Designer Application – Next-Best-Offer screen: Define your NBO strategy

Why is it Unique?

NICE Service-to-Sales...

- Balances between conflicting human-assisted service channel KPIs
- Fits your needs and is rapidly implemented in any technical and business environment
- Provides better Real-Time decisions, based on better inputs
- Improves the entire Service-to-Sales process, helping to Select the offer, Make the offer and Take the order



© NICE Service-to-Sales – Solution Overview

Contact Us

Transform your inbound service interactions into newfound sales opportunities. Contact us today!

ABOUT NICE

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time.

Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. www.nice.com.

CONTACTS

Global International HQ, Israel,

T +972 9 775 3777, F +972 9 743 4282

Americas, North America,

T +1 201 964 2600, F +1 201 964 2610

EMEA, Europe & Middle East,

T +44 0 1489 771 200, F +44 0 1489 771 665

Asia Pacific, Singapore Office

T + 65 6222 5123, F +65 6222 5459

ACTIMIZE, Actimize logo, Alpha, Customer Feedback, eGlue Interact, FAST, FAST alpha Silver, Fortent, Fortent Logo, IEX, Insight from Interactions, Intent. Insight. Impact., Interaction Capture Unit, Know More, Risk Less, Last Message Replay, Mass Detection, Center, Mirra, My Universe, NICE, NICE Analyzer, NICE Inform, NICE Logo, NICE Perform, NICE Situater, NICE SmartCenter, NICE Storage Center, NICE Systems, NiceCall, NiceCall Focus, NiceLog, NiceTrack, NiceTrack IP Probe, NiceTrack Location Tracking, NiceTrack Mass Detection Center, NiceTrack Monitoring Center, NiceTrack Pattern Analyzer, NiceTrack Traffic Analysis, NiceVision, NiceVision Alto, NiceVision Analytics, NiceVision ControlCenter, NiceVision Digital, NiceVision Net, NiceVision NVSAT, NiceVision Pro, Open Situation Management, Playback Organizer, Scenario Replay, Searchspace, Syfact, Syfact Investigator, TotalView are trademarks and/or registered trademarks of NICE Systems Ltd. All other trademarks are the property of their respective owners.

DATE 5/2012 • BR-19025 • CONTENTS OF THIS DOCUMENT ARE COPYRIGHT © 2012.